



57th Annual Kansas City
BOAT & SPORTSHOW™

January 13–16, 2011
 Bartle Hall
 Kansas City, MO

FOUR DAYS THAT CAN MAKE YOUR YEAR!

RESERVE SPACE TODAY!

The Kansas City Boat & Sportshow is one of Missouri's most complete outdoors shows and a premier sales event; crowds of boaters, RVers, fishermen, hunters, and outdoor enthusiasts come through the doors during the show's 4-day run. In an uncertain economy, exhibiting is a certain way to meet qualified customers. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

WHY EXHIBIT?

Although recent times have been challenging, there are signs the economy is recovering: American's net worth rose 5.4% in 2009 and credit markets are slowly returning to normal. As a result, consumer confidence is rising and enthusiasts are in the mood to buy—tired of deferring purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. There's no better way to:

- Meet thousands of buyers face-to-face
- Raise your profile, build brand awareness and generate leads
- Demonstrate and introduce your products to interested consumers

"The Kansas City Boat & Sportshow was our best in 5 years. We booked many big hunts at the show."

Larry Arnold, Budes Flat Tops Wilderness

REACH THE RIGHT PEOPLE

Attendees are motivated consumers who come to the show to see what's new in boats and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of boat show visitors reported going to shows just to shop for accessories.

Attendee profile:

- 53% own a boat
- 31% are considering buying a boat
- 20% own a camper or RV; 10% are considering buying one
- 37% were 35–49 years old; 30% were 50–64
- 54% have a household income of \$75,000 or more
- 84% have attended in previous years
- 43% traveled more than 25 miles to attend the show

SHOW AT-A-GLANCE

- Area's best selection of hunting and fishing outfitters and resorts
- Daily giveaways are very popular with attendees and bolster weekday attendance
- Daily hunting, fishing and outdoor seminars hosted by top pros garner great editorial coverage and draw enthusiastic crowds
- Special attractions and family-friendly features such as the Trout Pond, Affordability Pavilion, Boating and Outdoor Classroom and Rib-eating contest draw media attention and boost attendance



KANSAS CITY BOAT & SPORTSHOW

FOCUS ON RESULTS: MARKETING

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan, developed by a dedicated staff of marketing professionals.

A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online, e-mail and social media.

Public relations reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines.

NMMA ADVANTAGE: EXCLUSIVE INTERACTIVE SHOW INVENTORY

Combine the reach of online advertising with the power of on-site selling by participating in the NMMA Advantage Program. Any boat or RV dealer or NMMA boat manufacturer member who exhibits at the Kansas City Boat & Sportshow can feature the boats and RVs they're bringing to the show on the show website.

NMMA Advantage can help drive traffic to your exhibit and puts the money you invest in exhibiting to work for you before, during and after the show. Interested buyers can "pre-shop the show" from home.

Results from the program's first year are impressive. Consumers responded to listings as follows: the nearly 3,500 boats featured on show websites last year were pre-shopped more than 3 million times! Also impressive: 47% visited show exhibits or dealership showrooms and another 24% called dealerships directly. It's an incredible opportunity—but only if your products are listed.

YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate sales. We work year-round to produce shows that deliver the best possible return on investment for our exhibitors.

As an exhibitor in an NMMA-produced show, you also benefit from a combination of resources, expertise and accountability that is unequalled in the industry. Our show professionals are ready to help you with every aspect of exhibiting—from the contract process to move-out—to make sure your experience is both pleasant and profitable!

Exhibiting at an industry-owned show also



means your money works for you twice. Show revenues are reinvested in programs that strengthen and grow boating. NMMA takes the lead on crucial topics and monitors local, state and federal issues to advocate legislation to protect the interests of your business and our industry.

KANSAS CITY SHOW TEAM

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Show Office:

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Visit KansasCitySportshow.com for the latest show information.

"We are able to track hits on our website and know where they came from. We had so many hits from NMMA Advantage/Kansas City Boat & Sportshow in December and January it was like summer again!"

Haleigh Tague, Lake Viking Marine

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JANUARY 13-16, 2011
BARTLE HALL
KANSAS CITY, MO

RATES

Bulk Space: \$2.00 sq.ft.

Booth Space (10' x 10' units): \$830

Retail Tackle/Hunting Gear Booths: \$415

All rates includes:

- Listing in Show Directory
- Listing on show website with link to your website
- Exhibitor credentials and Guest ticket program

Booth rates also include: 8' back wall and 3' side rails and identification sign (booth space)

HOURS

Thursday 2pm-9pm
Friday Noon-9pm
Saturday 10am-9pm
Sunday 10am-5pm

Move-in: Monday, January 10, Noon-5pm;
Tuesday & Wednesday, January 11 & 12,
8am-5pm; Thursday January 13, 8am-noon.
Exhibitors will be assigned a move-in date
and time.

Move-out: Sunday, January 16, 5pm-10pm;
Monday, January 17, 8am-3pm

HOTEL

Kansas City Marriott Downtown
200 West 12th Street
Kansas City, MO 64105

ADMISSION

Adults: \$9
Adult Price Chopper Shopper: \$8
Children 15 and younger: FREE
E-ticket offer: Buy 3 tickets online
and get one ticket free.